

Analysis of the Influence of Taste, Ingredient Quality, and Price on Customer Satisfaction of Bakso Rezeki Nganjuk

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Abstrak

Research Objectives: This study aims to analyze the influence of taste, ingredient quality, and price on customer satisfaction at Bakso Rezeki Nganjuk.

Design/Method/Approach: This study uses a quantitative approach with survey techniques and questionnaire dissemination involving restaurant customers as respondents using the Lemeslow formula, with 97 respondents and using a statistical test

Research Findings: Based on these findings, it can be analyzed use statistical procedures so determine the predictive generalizations that have been made, that taste, and price have a significant influence on customer satisfaction, with taste being the most dominant factor. Meanwhile, the quality of the materials is not significant to customer satisfaction due to the absence of definite knowledge for the customer.

Theoretical/Originality contribution: This research provides important insights for MSME managers to focus on improving Taste, Product Quality, and Appropriate Price to maintain Customer Satisfaction

Practical/Policy Implications: results this study show that taste, quality of ingredients and price have a significant influence on customer satisfaction so there are implications that can be applied by the management of Bakso Rezeki, namely increasing customer satisfaction, improving taste, increasing taste consistency, choosing quality raw materials and managing the right price.

Research limitations: Too little time and insufficient manpower so that this study is not optimal. This research is far from perfect, so further research is expected to be done better than before.

Keywords: Nganjuk Meatballs Sustenance, taste, quality of ingredients, price, customer satisfaction.

1. Introduction

In today's increasingly crowded era, activities can be carried out in a more effective and efficient way, this is reflected in the limited time available to individuals, so it is necessary to do activities instantly, for example regarding delicious food because the busier the opportunity to cook for yourself the less so that it is more effective and economical to buy, From here business opportunities in the culinary field are taken. Today's consumer products industry is increasingly competitive, with companies vying to capture customers' attention through various aspects, including taste, ingredient quality, and product price. These three factors are believed to play a very important role in determining customer satisfaction, which ultimately affects customer loyalty and satisfaction again. This phenomenon is becoming relevant because more and more consumers are smart and have high expectations of the products they consume. Companies that can manage dan menyelaraskan ketiga faktor ini

effectively have a greater chance of achieving high customer satisfaction. With a growing global market, a deeper understanding of how taste, ingredient quality, and price affect customer satisfaction is essential for companies.

Previous research has shown that flavor, ingredient quality, and price factors significantly affect customer satisfaction in the food and beverage industry. According to [1] Taste is a way of determining food that distinguishes it from taste. Taste indicators are Aroma, Taste, Mouth Stimulation. Maimunah According to Prawirosentono [2], the basic components or raw materials used in the manufacturing process to obtain the final product are called raw materials. Raw materials are the first stage in the supply chain or production of goods and services. The source of raw materials may vary depending on the type of product or service being produced. The raw materials in the manufacturing process are separated into indirect and direct raw materials. Product quality is the ability that an item has in carrying out its duties according to its use, can meet consumer needs by managing products or services properly and avoiding damage [3]. The quality of a product certainly has a strong influence in influencing consumers to decide whether to buy or not. According to. (Nurhasan, in Nizar, Ginam et al.[4] Price is the most important component that affects customer satisfaction. Research shows that customer satisfaction is heavily influenced by price, where consumers are more likely to choose products based on price match with the quality and benefits provided. In marketing strategy, price is an element that needs to be carefully considered in order for companies to compete and meet customer needs effectively. In addition, it is said that high customer satisfaction tends to keep them loyal to the business in the long run, make repeat purchases when new products are launched, and update old ones. They will also recommend their business and products to others, be less influenced by competing brands, and care less about price. Additionally, they often advise businesses on new products and services. Since transactions are done regularly, the cost of this service for loyal customers is lower compared to the cost of attracting new customers. (Suhardi) [5]

Previous research conducted by [5] with the title The Influence of Taste, Product Quality, and Service on Customer Satisfaction at Restaurant X showed that taste has a significant influence on customer satisfaction, with a greater contribution than other variables.Suhardi

This article aims to examine and analyze influence taste, quality of ingredients, and price satisfaction customer. Through this study, it is hoped that it can provide clearer knowledge of how these three variables interact with each other in the context of customer satisfaction and how companies can optimize their product strategies to achieve higher levels of satisfaction.

1.1 Problem Statement

According to background of problem and the identification of the problem above, there are variables for formulation of problem in this study, namely following variables:

1. Does this taste have a significant effect on customer satisfaction with food meatballs in Nganjuk City?
2. Does the quality of these ingredients have a significant effect on customer satisfaction in food meatballs in Nganjuk City?
3. Does the price have a significant effect on the satisfaction of meatball customers in the city of Nganjuk?
4. Do the taste, quality of ingredients, and price generally affect customer satisfaction?

1.2. Research Objectives

This research is carried out as part of having a goal and getting a clear and useful picture for those in need. In accordance with the formulation of the problem, the objectives of this research are:

1. To find out or analyze whether the taste partially affects customer satisfaction in the city of meatballs, nganjuk food?
2. To find out or analyze whether the quality of these ingredients partially affects customer satisfaction with food meatballs in Nganjuk City?
3. To find out or analyze whether the price partially affects customer satisfaction with sustenance meatballs in Nganjuk City?
4. To find out or analyze whether taste, quality of ingredients, and price in general affect customer satisfaction in Nganjuk city?

2. Metode

This study uses quantitative approach with survey method in order to classify data from consumers who have used certain products. Respondents were asked rate the taste factors, quality of ingredients, and price of the product as well as their level of satisfaction with the product. The questionnaire used consists of a Likert scale that measures consumer perception of these three factors. The data collected will be analyzed using linear regression to identify the direct influence of taste, ingredient quality, and price on customer satisfaction. The results of this analysis can be beneficial for companies in designing product strategies that are more in line with consumer preferences.

Taste refers to the sensory aspects that customers perceive when consuming a product, which can include taste, texture, and aroma. Material quality refers to the standards and quality of materials used in the manufacture of goods, which are often the main determinants of customer satisfaction. Price is an important factor that provides the value that customers feel to the product or service they buy, as well as the extent to which the price is considered in accordance with the quality received.

The dependent variable measured in this study is customer satisfaction, which includes the extent to which customer expectations for a product or service have been met. This customer satisfaction is measured by using a standard scale or measurement instrument to obtain objective data that can be further analyzed. With a quantitative approach, the data obtained will be analyzed using appropriate statistical techniques, such as regression or correlation analysis, to see the extent to which taste, ingredient quality, and price significantly affect customer satisfaction.

2.1. Populasi

This research requires a broad understanding of the population picture because it can affect the validity of the research results. In quantitative research, the main focus is on equal distribution of results, while qualitative research prioritizes broad understanding [6] in this study are customers of Nganjuk City Meatballs, although the exact number is unknown.

2.2. Samples

Samples can be interpreted as part of the population selected for analysis. The results of this analysis can be applied to the entire population. [6] says that the sample is made up of a portion of the population that is selected in a certain way to ensure its representation. Quantitative research focuses on objective assessment and camouflage of results, so that samples can be recognized as statistical representations of higher populations. Therefore, the selection of this sample can be done carefully so that the data obtained can be trusted to tell about conditions or events in the population in general. "Respondent" is a person who is included in the sample and provides a response or response related to the objective of the quantitative research. Subhaktiyasa, in Creswell With an unknown population of Nganjuk City Meatball customers, the number of samples was calculated using *the following lemeshow* formula.

$$n = \frac{Z^2 \times P(1 - P)}{d^2}$$

Information:

- n = Number of Samples
- z = Z-score at 95% confidence = 1.96
- p = Maximum estimate
- d = Error rate is generally used 5% or 0.05

From the formula above, the number of samples was determined using the Lemeshow formula with a maximum estimate of 50% and an error rate of 10%.

$$n = \frac{1,96^2 \cdot 0,5 (1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \cdot 0,5 \cdot 0,5}{0,1^2}$$

$$n = \frac{0,9604}{0,1^2}$$

$$n = 96,04 = 97$$

n = After rounding, the number of samples needed is 97 people.

Based on the above calculation, it was conveyed that the number of samples for this study was 97 respondents.

3. Results and Discussion

3.1. Results

According to the explanation of the validity of an instrument, which has to do with the level of accuracy in measuring something to be tested, determines whether an instrument is good or not. When an instrument can reliably and harmoniously provide data that differs from the existing scenario, it is considered genuine. By processing the data using (Ramdani, in Joseph[9] *SPSS 29 for windows applications* , the following results have been obtained below. The level of consistency of the measurement with the object being measured is reliability, which is the determining factor of whether an instrument is good or

not. By processing data using the SPSS application, the following results were obtained: (Ramdani, in Joseph [9])

3.1.1. Normality Test

Test Result Table 1. Normality Test

Normality Test						
Model	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistik	Df	Sig.	Statistik	Df	Sig.
X1	.245	97	<.001	.732	97	<.001
X2	.220	97	<.001	.725	97	<.001
X3	.244	97	<.001	.648	97	<.001
Dan	.282	97	<.001	.598	97	<.001

a. Koreksi Signifi cover Lilliefors
Source : data processed, 2024

3.1.2. Taste normalization test

After collecting data on the level of taste satisfaction from customers on the *Likert scale*, a normality test is used to determine whether the distribution of taste scores follows the normal distribution. Tests such as *Shapiro-Wilk*, *Kolmogorov-Smirnov* can be used to test whether taste data follow normal distributions. Taste data is distributed after testing is normalized, which means that most customers have a consistent taste experience. This is important because customers who are satisfied with their taste tend to leave more positive reviews, which contributes to the overall level of customer satisfaction. Conversely, if the flavor distribution is highly skewed (abnormal), this may indicate that there are major inconsistencies in the customer's taste experience.

3.1.3. Material Quality Normalization Test

Data that measures the quality of materials can also be tested for normality. If the distribution of material quality data is normal, it indicates that most customers or tests show a consistent assessment of the material quality of the product. The material quality data distributed after testing is normalized, this shows that the material quality is generally well received by customers, which in turn increases their satisfaction. Good quality materials tend to provide higher satisfaction because customers feel they are receiving valuable products.

3.1.4. Price normalization test

Normality tests on price data are performed to see if the price received by customers follows normal distribution. For example, if the price of a product varies greatly or if a large number of customers feel the price is too high or too low, the distribution of price data may be abnormal. In this case, there is a potential for significant differences in price perception among customers. Prices that are considered reasonable (with normal distributions in price data) can provide higher levels of satisfaction. If customers feel that the price matches the accepted quality (both in terms of taste and ingredients), they are more likely to be satisfied. If the price is too much or too little compared to the quality of the product, this can lower the level of satisfaction.

3.1.5. Multicollinearity Test

Test Result Table 2. Multicollinearity Test

Model		Colinearity Statistics	
		Tolerance	VIF
1	(Konstan)		
	X1	.693	1.443
	X2	.489	2.046
	X3	.454	2.201

Source : data processed, 2024

The results tests carried out are known to have VIF values for each variable such as the Taste variable with a value of 1,443, the material quality variable with a value of 2,046 and the Price variable with a value 2,201. The values contained in the three variables have a VIF value lower than the value of 10, so it can be said that they do not experience multicollinearity.

3.1.6. Reliability test

Table 3. Reliability Test Results

Reliability statistics	
Alpha Cronbach	N item
.924	24

Sumber : data yang diproses, 2024

This reliability test shows that 0.924 is higher than 0.6 Therefore, if the measuring instrument is tested and declared reliable, it means that the instrument is capable of providing consistent and stable results every time it is used. According to Ramadhan et al., (2024) reliability, this is one of the main characteristics or characteristics of a good measuring instrument. Tests are said to be reliable if they always give the same results when given to the same members at different times or occasions. Sugiyono [11] focuses more on the use of valid and reliable instruments in this study, which can be applied to assess whether rehabilitation programs are effective or not. Reliability tests of each variable were performed with Cronbach *Alpha Coeficient* with helped SPSS program.

3.1.7. Tes Regresi Linier berganda

Tabel 4. Hasil tes Regresi Linier Ganda
Regresi Linier Berganda

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error .	Beta
1	(constant)	7.113	2.112	
	X1	.143	.058	.177
	X2	.016	.086	.016
	X3	.663	.086	.693

Source : data processed, 2024

From the tests carried out in this study, the results were obtained which are then explained as follows:

$$Y = 7,113 + 0,143 X1 + 0,016 X2 + 0,663 X3$$

a : 7,113

Assumed that three independent variables affect dependent variable with an influence value 7,113

X1 : 0,143

Value variable coefficient (X1) is 0.143. This means that if the variable (X1) experiences a positive increase of 1 (units), the bound variable increases by 0.143 with the other variable remaining constant.

X2 : 0,016

Value variable coefficient (X2) is 0.016 That is, if the variable (X2) does not experience a positive increase of 1 (units), then the bound variable increases by 0.016 with the other variable remaining constant

X3 : 0,663

Value variable coefficient (X3) is 0.663. This means that if the variable (X3) experiences a positive increase of 1 (units), then the bound variable increases by 0.663 with the other variable remaining constant.

3.1.8. Tes parsial

Tabel 5. Hasil tes t

Model		Coefficiens		t	Sig.
		Koefisien Non-Standar B	Std Error	Koefisien Standar Beta	
1	(Konstan)	7.113	2.112		3.368 .001
	X1	.143	.058	.177	2.443 .016
	X2	.016	.086	.016	.181 .857
	X3	.663	.086	.693	7.733 <.001

a. Variabel Dependen: Y

Source : data processed, 2024

3.2. Discussion

3.2.1. The influence of taste on customer satisfaction

Based on results study, the relationship between participant satisfaction and taste showed a significant influence on value of $P = 0.016 < 0.05$ and the statistical value of $T = 2.443$. With this in mind, it can be proven that taste has a significant and positive influence on customer satisfaction as Galih & Putri has done [7]. The results of research that has been conducted with Soehardi,[5] with the theme The Influence of Taste, Material Quality, and Service on Customer Satisfaction at Restaurant X proves that taste has a significant impact on customer satisfaction with a greater contribution than other variables. The results of the research conducted by Suhardi, [5] with the title The Influence of Taste, Material Quality, and Service on Customer Satisfaction at Restaurant X prove that taste has a significant impact on customer satisfaction with greater assistance than other variables.

3.2.2. The Effect of Material Quality on Customer Satisfaction

On the study, results the study said that the relationship between product quality and consumer satisfaction was not significantly affected by the results of the statistical test T (0.181) and $P\ 0.857 > 0.05$. The results of this study stated that product quality is not only determined by the quality of the ingredients but also the type, texture, and availability of the ingredients. Because satisfaction will appear when the product is in accordance with the consumer's wishes and consumers want to buy it again. The results of the study are not entirely in line with the results of Nugroho & Setiawan's research [8] titled The Influence of Ingredient Quality on Customer Satisfaction on Healthy Food Products in Jakarta which says that material quality own a significant influence on customer satisfaction, where material quality is the main factor that determines customer impression of ingredients. The results of this study are not entirely in line with the findings of Nugroho & Setiawan's research [8], The Effect of Ingredient Quality on Customer Satisfaction on Healthy Food Products in Jakarta, which said that material quality has a significant impact on customer satisfaction, with material quality being the main factor that affects customer perception of products.

3.2.3. The effect of price on customer satisfaction

Based on the results of the study, the relationship between Price and Customer Satisfaction showed a significant influence, with a statistical value of T (7.733) and a P value of $0.001 < 0.05$. This shows that price has a significant impact on the level of customer satisfaction, so it can be concluded that price is an important factor where customers are more oriented towards the product based on the similarity of price with the quality and benefits provided. [4] In marketing strategy, price is an element that needs to be carefully considered so that the company can compete and meet customer needs effectively Nurhasan, in Nizar, Ginam et al..

3.2.4. The Influence of Taste, Ingredient Quality, and Price on Customer Satisfaction

The results of the study showed that the relationship between Taste, Ingredient Quality, and Price to Customer Purchase Price showed significant results, with a statistical value of F (60.385) and a P value of $0.001b < 0.05$. From this, it can be concluded that, product advantages, and prices have a significant impact on customer satisfaction levels. According to Ghozali [10], the purpose of the simultaneous test or also known as the F test is to find out whether all independent variables in the form of regression simultaneously affect the dependent variables. It shows that the results of the study on price, product quality, and taste together affect the dependent variables.

4. Conclusion

This study can concluded that taste and price significant affect customer satisfaction levels. While the quality of the material does not own a major impact to customer satisfaction. The of the analysis stated that both variables, price and taste, had a positive relationship with customer satisfaction, with taste having the most influence on value customer products. Pricing, while influential, has a more moderate impact on customer satisfaction.

The contribution of such research lies in a deeper knowledge of the variables that affect customer satisfaction, especially in the context of the food or consumer product industry. Scientifically, this study augments the existing reference on the relationship between material quality and customer satisfaction with a more measurable and objective approach. From a practical point of view, these findings can provide guidance for industry players in designing products that are more in line with customer wishes and expectations, as well as help decision-making in determining the right price so that customers feel satisfied. The novelty of this study lies in the simultaneous testing of these three factors in a specific context, which has not been studied much before.

However, this study has some shortcomings. First, the sample used is limited to a specific group of customers who may not be fully representative of the broader population. Second, the study only measured the direct influence of taste, ingredient quality, and price on customer satisfaction, without considering other external factors that might play a role, such as service preferences or culture. As a further research agenda, it is recommended to expand the sample and add other variables such as service or overall customer experience to provide a more holistic picture of the factors that affect customer satisfaction.

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